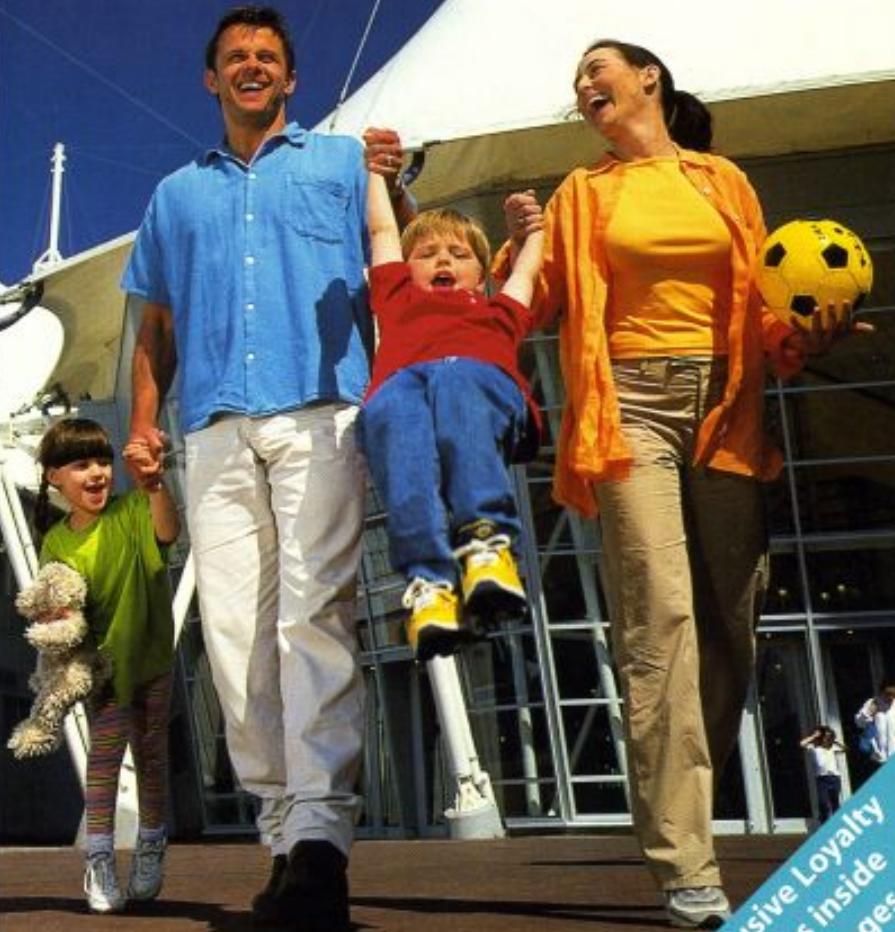
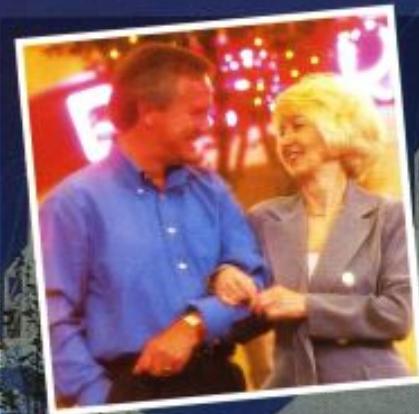


loyalty magazine



Ronan and Noddy launch new Butlins



- Spooktacular autumn breaks
- Wonderful winter pantos
- Millennium madness
- Sensational stage shows
- Fantasy circus

It's all inside...
It's all at **new Butlins**

Exclusive Loyalty
offers inside
See pages
2 and 1

Late summer offers

Soak up the carnival atmosphere with a

25% discount

on all 3, 4 and 7 night breaks starting
on or between 3 September 1999
and 15 October 1999.

To book your autumn break call now on

0870 242 1999

quoting Loyalty code 405 or see your travel agent
to ensure you get your 25% discount

Offers close
17 September 1999.
Book now to avoid
disappointment

Discounts apply per booking, are applicable to new bookings only, are subject to availability and apply to the normal Butlins terms and conditions as shown in the 1999 Butlins brochure.
Offer may not be used in conjunction with any other offer or discount.

EXCLUSIVE TO LOYALTY CLUB MEMBERS

25% off all autumn 1999 themed breaks

Including superb Halloween breaks, Firework Spectacular breaks
and weekend Music breaks featuring such artists as Boney M at Minehead,
Marmalade at Bognor Regis and Alexander O'Neal at Skegness.

Theme	Break start date	Resort
Halloween	29 October 1999	Minehead, Bognor Regis & Skegness
Firework Spectacular	5 November 1999	Minehead, Bognor Regis & Skegness
Children's TV Personalities	12 November	Bognor Regis & Skegness
Children's TV Personalities	19 November	Minehead & Bognor Regis
Children's TV Personalities	26 November	Minehead & Skegness
Music Break	12 November 1999	Minehead
Music Break	19 November 1999	Skegness
Music Break	26 November 1999	Bognor Regis

For
entertainment
information on
these breaks
see pages
4 and 5

Appearing at Skegness

Sounds of the
70s, 80s and 90s
Alexander O'Neal
The Trammps
plus
'The Concert They Never Gave'



Appearing at Minehead

Sounds of the
70s, 80s and 90s
Boney M (featuring Naomie Williams)
Rose Royce
plus
'The Concert They Never Gave'



Appearing at Bognor Regis
Sounds of the 60s
Marmalade
Swinging Blue Jeans
The Searchers
plus supporting acts



To book your themed break call now on 0870 242 1999

quoting Loyalty code 405 or see your travel agent to
ensure you get your 25% discount



David Gordois

England's Travel Writer of the Year Award Winner

As award-winning Travel Editor of Britain's top-selling *News of the World*, David Gordois has covered the globe. For years he has also been a loyal Butlins fan. Here, he tells exactly why he is eagerly looking forward to the entertainment at the new-style Butlins.



Loyalty

"What a great line-up of new entertainment Butlins has in store for me – and YOU!" says David Gordois, England's Travel Writer of the Year...

AFTER I'D HEARD what Butlins had planned for their autumn, winter and spring short breaks I thought: Wow! Count me in. I must go on some of those.

And I'm sure that same view goes for thousands upon thousands of loyal Butlins regulars who will also welcome the fantastic changes that have been made to the three Butlins Resorts – at Minehead, Bognor Regis and Skegness – as part of the extensive investment scheme.

I went to Bognor Regis for the thrilling launch of the new Family Entertainment Resorts by Boyzone superstar Ronan Keating. I could tell that he, like all the guests there, was very impressed by the new style Butlins.

"This is something!" he said, gazing in awe at the amazing Skyline Pavilion which looks more like something you'd expect to find in Florida rather than the UK, except you have to pay a heck of a lot more to go to the States – and take an eight or nine hour flight.

The weather on the big day at Bognor Regis was marvellous – though thanks to the amazing weatherproof design of the Skyline Pavilion it wouldn't have even mattered if it had rained. The natural light within the Pavilion made me feel as if I was outdoors on a fine day, and I

thought the completed Skyline was even better than all the plans and forecasts and my earlier 'building site' visits had led me to expect.

Next I saw one of the new shows. My verdict: Truly astonishing. And again, even better than I had expected. I've seen stage shows in Las Vegas and Orlando – and I must say that the impact, special effects and song-and-dance zest of the Redcoats is nowadays high-stepping into that league. These shows, along with a whole host of other great Butlins characters, are helping to turn the Family Entertainment Resorts into a short break paradise.

In the past I've dished out brickbats at times, but the vibrant new Butlins has earned my admiration. And I'm sure guests will agree.

The only snag in booking may be in deciding which short break to choose and I think many regulars will opt to book two or more breaks. In the autumn there are Halloween and Firework spectacles, plus some fantastic Music Breaks featuring stars like the Searchers, Boney M and Alexander O'Neal. The kids will be delighted, too, when they see the great line-up of TV favourites coming to Butlins this autumn.

Winter time is panto time and this year Jim Davidson has produced three great shows. I'm a fan of Jim and I know it's a safe bet to pick

Christmas or join in the Millennium madness at Butlins and be on to a winner.

The Loyalty Magazine gives you the rundown on what will be available – see what is on offer and you'll know what I mean.

Now it's make-my-mind-up-time – yours too. Yep, I've almost decided which breaks to choose – well, once I've checked with the wife!

What's inside...

Features

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Butlins Loyalty Club Magazine Summer 1999 Issue 19

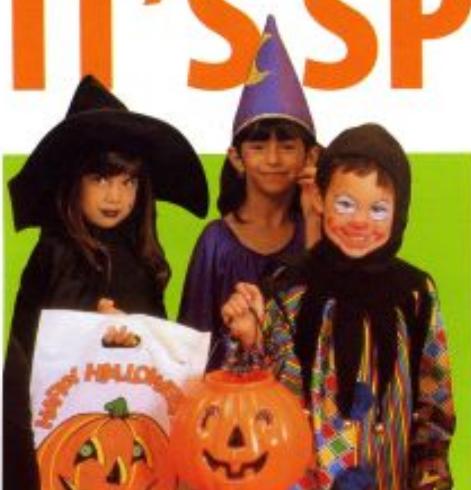
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Features: Tony Lynch

WHATEVER
THE WEATHER,
WE'VE GOT IT
COVERED

It's goi AN AMAZIN at the ne

These are exciting times for everyone involved with our Family Entertainment Resorts. Thanks to the remarkable weatherproof Skyline Pavilion we are now able to offer superb short breaks all year round...

IT'S SPOOKTACULAR!



As autumn leaves begin to fall our thoughts turn to Halloween, that creepy time of year when ghosts and ghouls abound. That's when you'll experience a spooky feeling of 'other-worldliness' about the Skyline Pavilion, especially around the stage area!

This bewitching theme continues with the nerve-jangling Cirque de Halloween... And look out for the ghoulish gathering led by Count Dracula and Frankenstein's Monster. These haunting and spooktacular breaks commence on 22 October at all three Resorts – you have been warned!

FANTASTIC MUSIC BREAKS

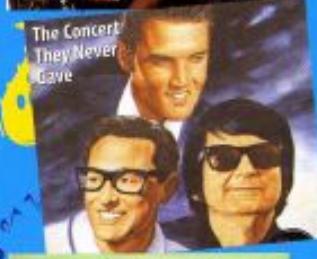
You won't want to miss a beat!

Our weekend Music Breaks begin at Minehead on 12 November with special guest appearances by Boney M and Rose Royce. On 19 November Alexander O'Neal will deliver his special brand of music at Skegness. Both of these great shows will be accompanied by The Concert They Never Gave, a truly touching tribute to Elvis Presley, Buddy Holly and Roy Orbison, coming direct from the West End.

The Bognor Regis Music Break, beginning 26 November, features appearances by the Swinging Blue Jeans, the Searchers, Marmalade and some sensational support bands. The fab sounds in this groovy show will transport you right back to the Swinging Sixties, baby!



Boney M



The Concert They Never Gave



Alexander O'Neal



Swinging Blue Jeans



The Searchers



Marmalade

ing to be G AUTUMN ew Butlins...

Save
25%

See page 2 for offers
available on
these breaks

TV TREATS FOR KIDS

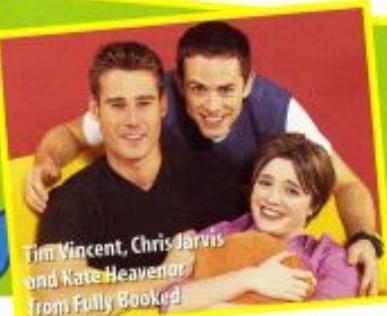
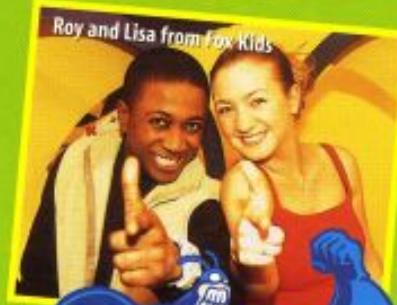
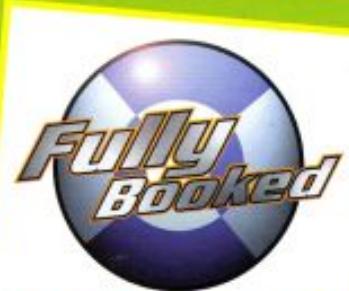
On our special Children's TV Personalities Breaks between 12 and 26 November 1999 children will get the chance to meet their small screen favourites.

'Fox Kids Live' will be coming to your Resort with TV presenters Roy and Lisa bringing to life a whole crowd of fantastic characters. There'll be spooks from Casper... mischief with Dennis the Menace and Gnasher... fury fun with Eek! the Cat... action from the awesome Power Rangers Turbo and Spider-Man – and exciting antics with The Tick, Bobby, Captain Hook and the ageless Peter Pan.

And with our exclusive live adaptation of CBBC's blockbuster show *Fully Booked* – complete with 'Luxury Luggage', comedy sketches, celebrity guests, live music and the 'End of the Show Show' – it's going to be an exceptional weekend for children of all ages.

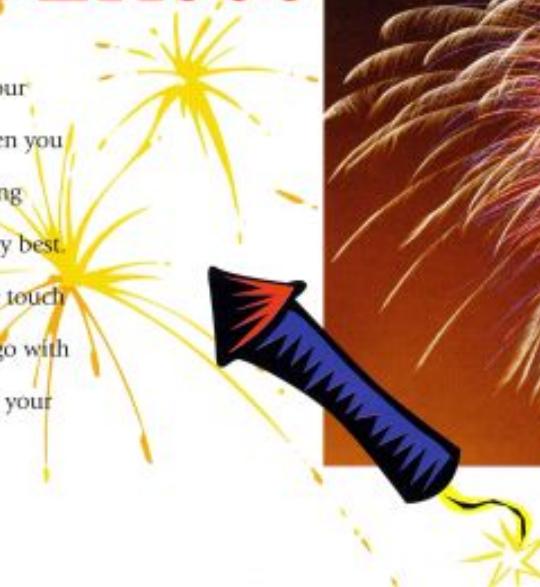


C B B C



REMEMBER, REMEMBER...

On the 5th November it's time for our fantastic Firework Spectacular when you and your family can enjoy a striking display of the pyrotechnic arts at their very best. So keep well back while we light the blue touch paper! We promise this break will really go with a bang as we light up the night sky above your chosen Family Entertainment Resort!



FILMTASTIC...

FANATICAL ABOUT FILM

Odeon is the UK's largest and busiest Cinema chain with over 80 cinemas around the country, with state of the art technology and great facilities from ice cream bars to having your favourite drink in the café light bar surrounded by film stars.

Over the next few years you will see Odeon grow even bigger making certain that we are the leaders in film entertainment.

When you want to see a great film in your locality remember this number 0870 50 50 007 for film information and booking details.

Odeon is also on the internet, as well as being able to book seats to see a film, you can also buy film goodies, like videos, DVDs and CDs. The web site address is www.odeon.co.uk.

MULAN

Disney's *Mulan* serves up the sort of classic entertainment the Magic Kingdom was built on: stunning animation, sharply defined characters, a smattering of catchy tunes all seamlessly woven into a simple, powerfully told yarn. An excellent movie for all the family.



Courtesy of Buena Vista International (UK) Ltd

STAR WARS: EPISODE 1 - THE PHANTOM MENACE

Every generation has a legend. Every journey has a first step. Every saga has a beginning.

A long time ago, in a galaxy far away...

Twenty years ago, these words first flashed across cinema screens around the world, and a modern legend was born.

Now, with *Star Wars: Episode 1*, George Lucas takes us back to the beginning, when Darth Vader was a hopeful nine year old boy named Anakin Skywalker and Obi-Wan Kenobi was a determined young Jedi Knight.



STAR WARS: EPISODE 1 THE PHANTOM MENACE © Lucasfilm Ltd. & TM. All rights reserved.

WILD WILD WEST

In an all action thrill packed encounter Will Smith and Kevin Kline are government agents assigned to thwart a presidential assassination.

Keneth Brannagh and Salma Hayek also star for director Barry Sonnenfeld.



Courtesy of Warner Bros.

ODEON
FANATICAL ABOUT FILM

COMPETITION

BECOME A FILM ADDICT - FREE

Competition terms & conditions

- Offer closes: 24 September 1999.
- The promotion is for UK residents aged 18 and over excluding Park employees or members of their families.
- Winners will be notified by post.
- Names of winners will be available after the draw date (27/9/99). By sending a SAE to the draw address. Proof of posting is not accepted as proof of delivery. Responsibility cannot be accepted for lost or mislaid entries. Damaged or defaced entries will be disqualified.
- No cash alternative will be offered.
- Entry to the draw is free.
- The draw will be made by an independent person.

At Odeon Cinemas we're fanatical about film.

That's why we're offering you the chance to win an annual pass plus 20 runners up prizes of a monthly pass.

With these passes you can have free entry to see any film showing at Odeon Cinemas.

Simply send your name and address on a postcard to:

Loyalty Magazine – Odeon Competition
Butlins Family Entertainment Resorts
Rank Group Holidays Division
1 Park Lane
Hemel Hempstead
Herts HP2 4YL

The first name drawn will win the annual pass, the next 20 names will win a monthly pass.

WIN OUR ANNUAL TICKET AND GET ADDICTED

Loyalty Gala Dinner 1999 We Entertain, You Enjoy.

Now is your chance to book for this year's end of summer season Gala Dinner, exclusive to Loyalty Club members!

Enjoy 7 nights at the new-look Butlins with superb new live entertainment, plenty of great new facilities, plus all the traditional Loyalty Gala Dinner celebrations, including...

- Celebration Gala Dinner
- Free glass of wine on arrival
- Special Loyalty Club raffle
- Top live entertainment

Hosted by Redcoats and Butlins team members.

See page 2 for great savings on breaks in September, October and November.

		MINEHEAD	BOGNOR REGIS	SKEGNESS
HALF BOARD	Studio room	£112	£114	£105
	Gallery room	£132	£134	£125
	Gallery apartment	£148	£150	£141
	Gallery Plus	£188	£189	£180
SELF CATERING	Studio apartment	£56	£57	£47
	Gallery apartment	£68	£75	£66
	Gallery Plus	—	£109	—

Prices shown already include your 20% Loyalty discount.

Additional supplements:

Toyland half board and self-catering accommodation: £80 supplement per break on top of the Gallery room or Gallery apartment price. Gallery Lodge – self-catering: £44 supplement on top of the Gallery apartment self-catering price (not available at Skegness).

To book your 1999 Loyalty Gala break call now on

0870 242 1999

quoting Loyalty code 407
or see your travel agent

WHATEVER
THE WEATHER,
WE'VE GOT IT
COVERED

Your Winter

Meet Noddy and Santa at our Christmas party



Our festive season starts on 3 December 1999, when each Butlins Family Entertainment Resort will be decked with sensational illuminations, dazzling decorations and a gigantic Christmas Tree.

In the Skyline Pavilion you'll witness the Cirque de Noël, a glittering spectacle bringing the world of pantomime to life with a vivid array of sparkling characters in stunning costumes. There'll also be carol singers and festive street theatre. And, of course, Santa Claus will be in his Grotto, so your little ones can meet the most famous Redcoat of them all!



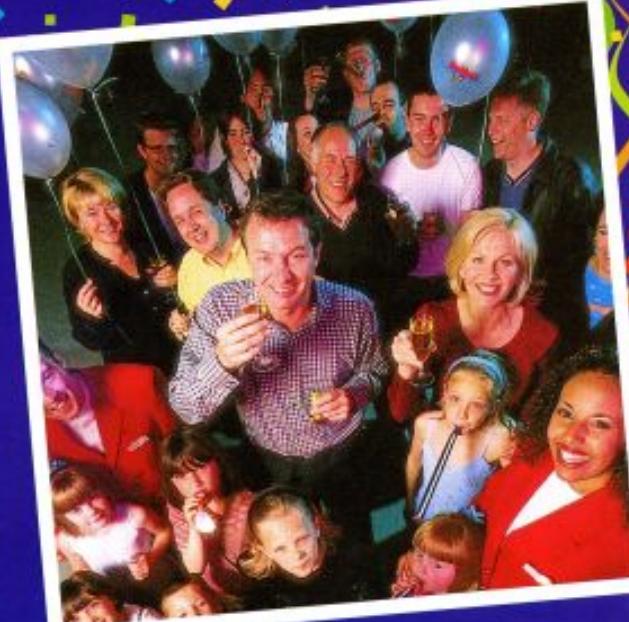
Get that Millennium feeling See in the 21st century with us...

It's been 1,999 years in the making, and it's almost here. The Third Millennium - the most talked-about, the most eagerly awaited event in years - is just around the corner.

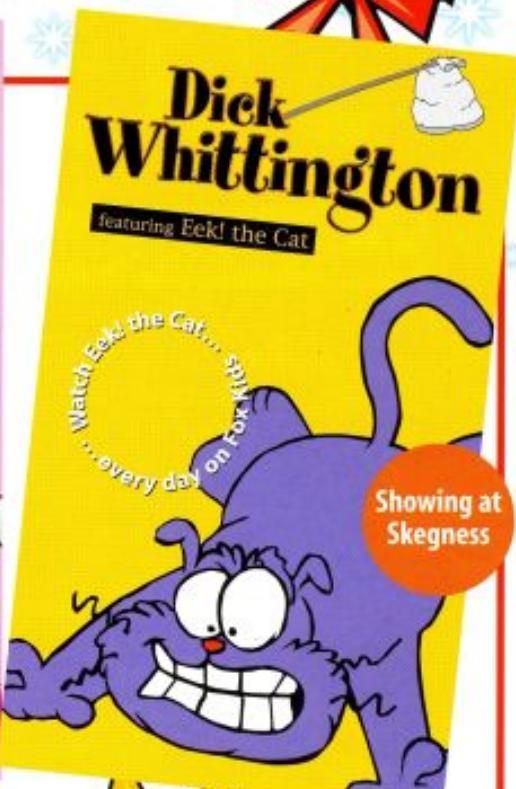
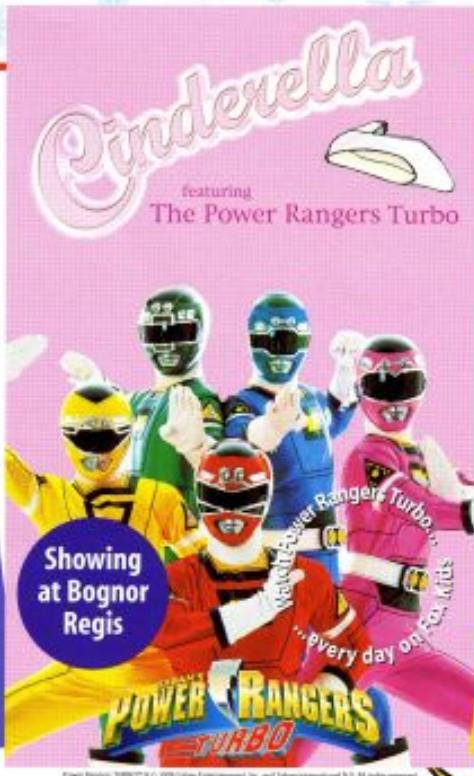
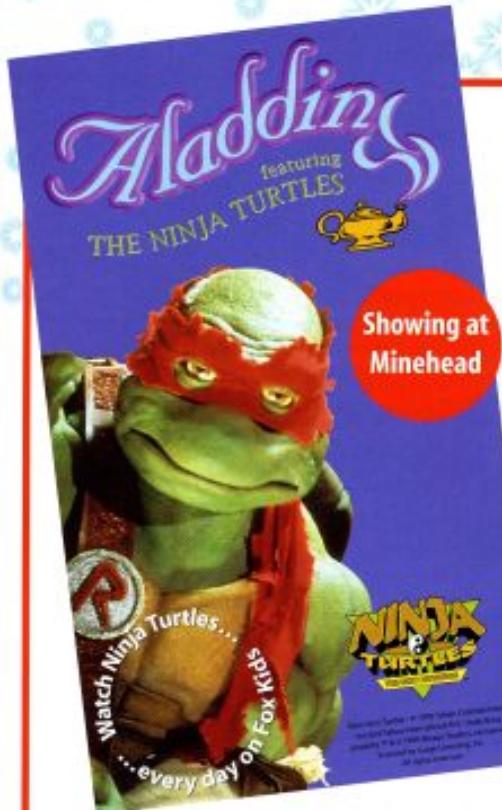
And what better place to celebrate the arrival of the 21st century, than in the warm and friendly surroundings of a Butlins Family Entertainment Resort!

Come 'time travelling' with us as we look back at the 20th century via the magical imagery and sounds produced by the ultimate FX Laser Show.

This incredible display transforms the Skyline canopy into a giant kaleidoscope of light and colour. We'll look ahead too - into the brand new century. The future starts here... so why not join us on our 4 night Millennium Break, beginning on 30 December 1999. It's going to be The Party of the Century!



Funderland!



EXCLUSIVE TO BUTLINS

TV Heroes **explode** into panto action!

Jim will produce three great pantomimes just for us...



Pantomime time comes to Centre Stage on 3 December 1999 and continues until 10 February 2000. And this season we are delighted to announce that we have joined forces with Jim Davidson, who was only too happy to lend his expertise to our three productions.

"While based on traditional and well-loved themes, these productions will be brought into the Millennium with all of today's advanced stage technology," says Jim.

And, to make our pantos even more memorable, we are combining those traditional themes with some terrific TV favourites. At Minehead, The Ninja Turtles will help Aladdin to foil the evil Abanaza. At Bognor Regis, Cinderella will share the stage

with the Power Rangers Turbo. And, in as neat a piece of type-casting as you'll ever see, Eek! the Cat will play a key role to purrfection in Dick Whittington at Skegness.

"Pantomimes often provide a child's first introduction to the world of the theatre", says Jim. "It is my mission to present a magical experience at Butlins that young guests, their parents and grandparents will remember forever."

Oh, yes he will!

For more details see the new Winter Butlins Brochure

**For your free copy call 0870 242 1000
quoting code RL001 or see your travel agent**

Children's Corner

Join in the Summer fun with Fox Kids!!

What could be better than summer holidays? Switching on to Fox Kids this summer, that's what! Take your pick from tons of top shows - out-of-this-world adventures with Power Rangers in Space, menacing madness with Dennis and Gnasher, or creepy chiller thrillers with Goosebumps. And then there's Casper, Donkey Kong and Hero Turtles, too. This summer, there's only one channel that's hot, hot, hot - Fox Kids!!!

WIN!



Want to make your Butlins holiday extra special? Then try our top comp for style! We've

got 10 Fox Kids Summer Goody Bags

just waiting to be won. Stuffed with everything you need to make your hols the best ever, they're worth £25 each.

To be in with a chance, just answer this question about Fox Kids!

Funky Fox Kids presenters Roy and Lisa present a show called X-Press: True or False?

Write your name, age and address on a postcard and send it to:

Fox Kids Butlins Bonanza, PO Box 14460, London NW1 3WR.

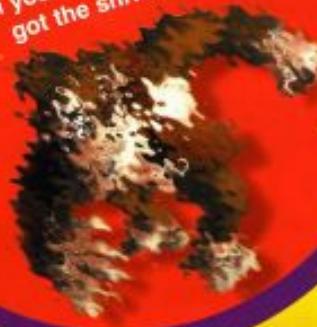
Closing date 31 August 1999.

up for grabs!

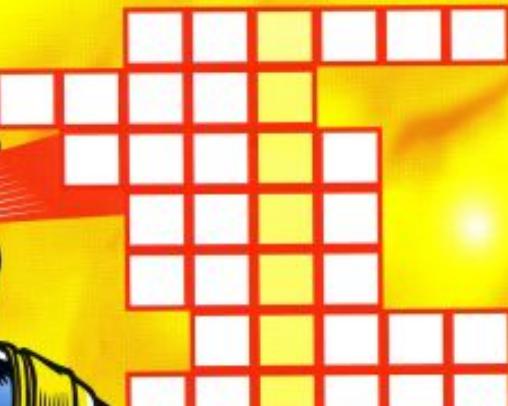
What do ghosts eat in the summer?
Ice-Scream!

Phantom Menace!

Casper has been up to his scary ways again and given this Fox Kids fave the shakes - can you work out who it is that's got the shivers?



X-Marks the Spot!



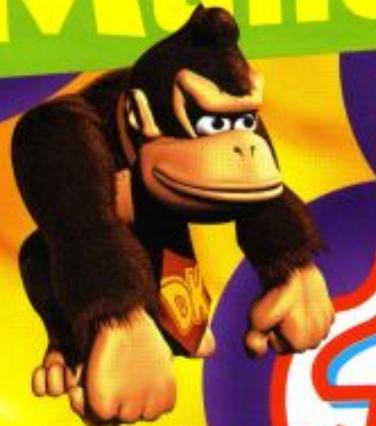
The answers to all these clues are linked to your summer hols - and the coloured column will spell out a star from Fox Kids hot show, X-Men

- 1 Pack one of these for a meal on a day out
- 2 It's an ice-cool taste treat!
- 3 Go here for some sand and sea
- 4 Can you kick it? Yes you can!
- 5 Dive in here to make a splash
- 6 Take this to the beach...
- 7 ...to build one of these out of sand

E	S	H	E	R	G	N	A	V
S	I	L	E	M	E	E	S	E
H	P	S	U	N	D	A	N	W
T	N	O	R	A	M	E	P	O
E	O	R	C	I	O	R	E	N
U	T	R	E	S	T	A	R	T
I	S	O	D	N	A	S	T	A
L	S	A	C	K	A	S	S	T

Burch Munch

Quick! Donkey Kong can't get to his favourite food at the other end of the island – can you help him through the maze before he goes bananas!



Let's Rocket!

Can you find all the words listed BELOW in the wordsearch? They're all linked with top programme Power Rangers in Space.

They run side to side, up and down and diagonally. The leftover letters will spell out the name of one evil alien who's always out to get the Power Rangers!

Andros	•	Pink	•	Space
Black	•	Power	•	Star
Blue	•	Rangers	•	Sun
Cassie	•	Red	•	TJ
In	•	Silver	•	UFO

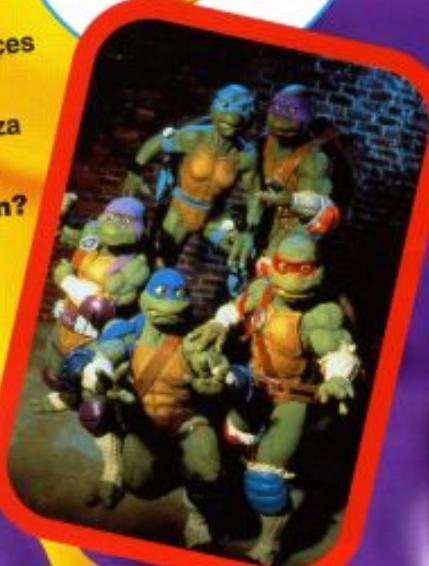
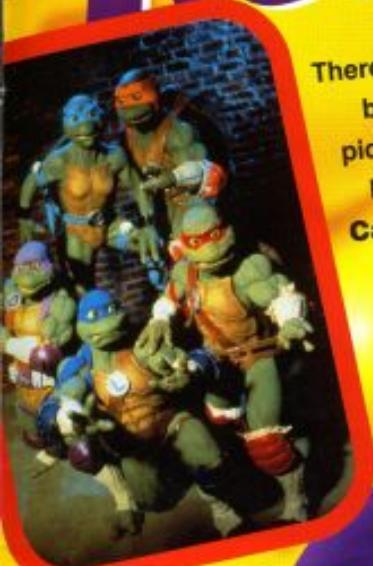
B	L	A	C	K	A	S	U
L	S	O	R	D	N	A	F
U	T	T	R	E	C	I	O
E	O	J	C	A	M	E	P
I	N	A	S	T	A	R	O
N	P	S	U	N	D	A	W
S	I	L	V	E	R	E	E
E	S	R	E	G	N	A	R

Pizza A the Action



There are five differences between these two pictures of those pizza lovin' Hero Turtles. Can you find them?

.....
 Answers: belt buckle, missing mouth closed, missing colour change, badge colour missing, knee pad colour change.



Check out our wacky website at:
www.foxkids.co.uk

FOX KIDS IS AVAILABLE ON CABLE, SATELLITE AND DIGITAL TELEVISION.

FOX KIDS

**Spring
into 2000
at new
Butlins**



Introducing State

We've got something really special lined-up just for you in the springtime – and we're very excited about it. Yes, the fantastic New State Circus of Moscow will be joining us from 18 February 2000 including the February half term and weekend breaks until 10 April 2000 (14 April at Bognor Regis).

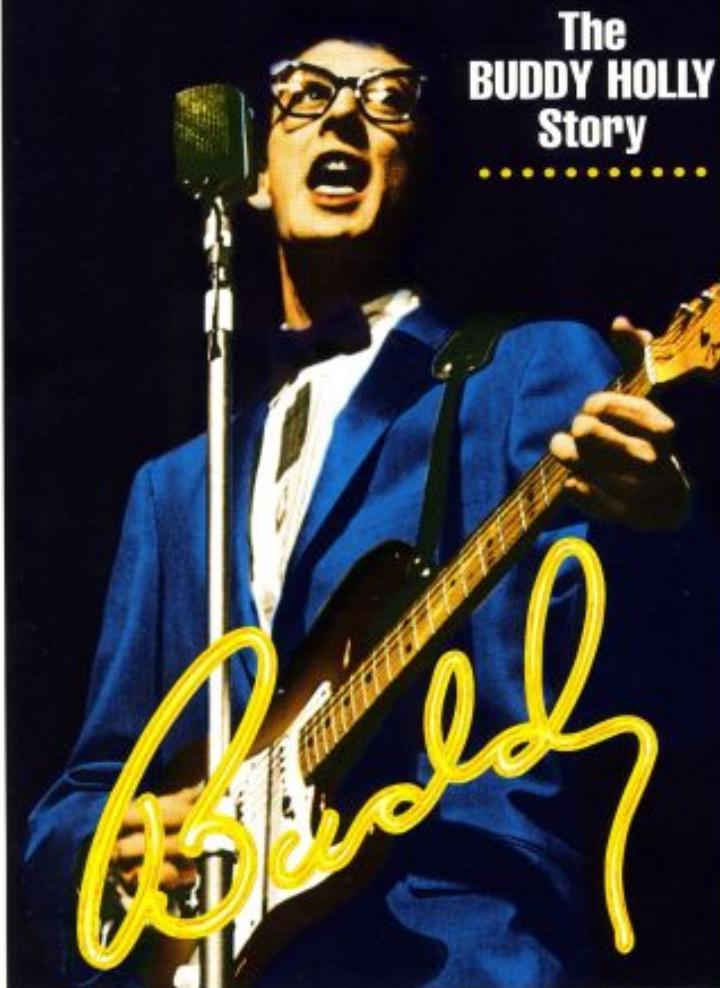
This incredible display of modern circus acts will transform our Centre Stage venues into the finest 'big tops' in Europe.

And an incredibly talented troupe of performers – directed by the highly acclaimed Alexandre Grimailo – will really dazzle you and your family. Their unique display of acrobatic skills, incredible illusions and fantastic feats range from the mind-bogglingly bizarre to the daringly dramatic.

Circus acts will transform our Centre Stage venues into the finest 'big tops'.

We are very proud and privileged to welcome the amazing New State Circus of Moscow to each of our Family Entertainment Resorts. Why not book your ringside seat now!

The BUDDY HOLLY Story



THE WEST EN

Nostalgia buffs will be delighted to hear about the terrific new shows waiting in the wings at Centre Stage

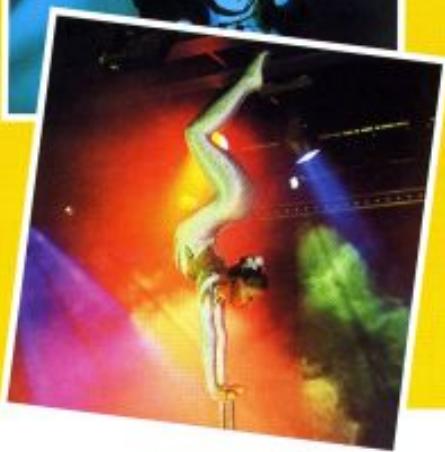
On midweek breaks from 28 February to 10 April 2000 all three Family Entertainment Resorts will feature some very special trips down memory lane.

If the 1950s was your era then we've got just the thing for you, as we proudly present the smash hit West End musical *Buddy* at our Centre Stage venues.

The legend of Buddy Holly has persisted since his untimely death in February 1959, at the tender age of 22. His short career had produced some of the most enduring songs of our time and his influence still reverberates among singers and songwriters everywhere. *Buddy*, the musical, will bring those memories flooding back.

Swing Sinatra traces the irresistible rise of Francis Albert Sinatra. You'll follow the velvet-voiced one as he croons his way to fame and fortune.

the New Circus of Moscow

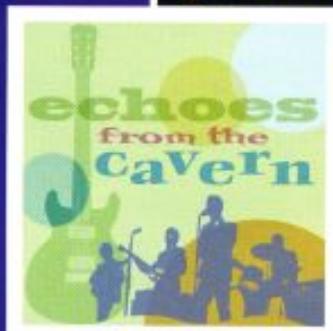


ED COMES TO BUTLINS!

After starting out with the Hoboken Four, young Frank signed-up with the Tommy Dorsey Band and created all sorts of mayhem among the 'bobbysoxers' in the early 40s. He made his British debut to great acclaim at the London Palladium in 1950. He topped the UK charts with 'Three Coins in the Fountain' in 1954, the year in which he also received a Best Supporting Actor Oscar for his role as 'Private Maggio' in the WWII epic 'From Here to Eternity'.

There were glittering concerts in Las Vegas still to come and, along with Sammy Davis Jnr and Dean Martin, Frank became a leading member of the showbiz 'Rat Pack'. He struck chart-topping gold again in the 1960s with two smash hits 'Strangers in the Night' and 'Something Stupid', a duet with his daughter Nancy.

The fabulous Swing Sinatra Orchestra provides the musical background to this



wonderful tribute to 'Ol' Blue Eyes' – the cool crooner who did it his way.

If you remember winkle-pickers, pirate radio, Beatlemania and the pulsating beat of the Mersey Sound – you'll love Echoes from the Cavern. This incredible celebration of Liverpool's finest bands and solo artistes of the Swinging Sixties focusses on the famous Cavern Club, in Matthew Street, where it all started.

It was there that The Beatles played lunchtime sessions to enthralled teenagers in the early-60s. Other future stars also took to the Cavern's cramped stage, among them Gerry and the Pacemakers, Billy J. Kramer and the Dakotas – and Cilla Black, who had once been a cloakroom attendant at the club. These and many other great icons of sixties pop are recalled in Echoes from the Cavern.

Who says nostalgia is a thing of the past!

LoyaltyViewpoint

Editor Diane Brent

Hello everyone, and welcome to my new Loyalty Viewpoint page. Well, it's your page really – where you can air your views about our Family Entertainment Resorts and about the new-look Loyalty Magazine. Please keep those letters coming in, you know I love to hear from you...

Star Letter

Dear Diane

My wife Rachel and I first met at Butlins in the late-1960s. We got married in '69 and went back to Butlins several times after that to celebrate our wedding anniversary.

We always enjoyed these 'special occasions', but then we went to live and work in Australia for a while. We returned to England last year and decided, for old times sake, to revisit Butlins this June.

We chose Minehead, as that was the last Butlins centre we had been to. Approaching the town, we were immediately struck by the impressive sight of what we soon discovered to be the new Skyline Pavilion. And that wasn't the only change we encountered during our short break. We expected the old 'hi-de-hi' atmosphere to be gone, and it was – but what we didn't expect was the new air of sophistication about the place.

We've travelled quite a bit and, in our view, new Butlins is as good as any family holiday destination that we've been to. You've certainly come a long way since our last visit and we'll certainly be coming back again.

JIM WILSON, Milton Keynes

What can I say, Jim. You've summed it up nicely. We're delighted that you and Rachel appreciated our efforts. We look forward to seeing you again. By the way, we don't call them 'centres' anymore. Try 'Family Entertainment Resorts'!

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Dear Diane

My husband and I have taken our children to Butlins for the last six years. In the past we've stayed at Skegness and Minehead during the summer and our youngsters have always had a lovely time. But this year we have moved because of my husband's change of job, and we are unable to follow our usual holiday routine.

Instead we are thinking of going to Butlins at Bognor Regis in the autumn or winter. But will the children enjoy themselves as much?

CAROL JAMESON, Southampton

I don't think you need have any worries on that score, Carol. Although certain outdoor activities may be closed or subject to weather conditions, there is still tons of fun to be had by your children – from Splash waterworld to all the entertainment at Centre Stage and beneath the canopy of the new weatherproof Skyline Pavilion. You and your husband will enjoy yourselves too. And you'll be assured of a real south coast welcome at Bognor Regis.



Dear Diane

My three-year-old grand-daughter, Sally, is one of the most talkative toddlers you could ever imagine. But when she came face-to-face with Noddy at the welcome party in Skegness, she was so overwhelmed by the experience that she was completely lost for words. Thankfully, 'Noddy' was kindness itself and he soon brought her smile back again.

Guess what? Nowadays she talks of nothing but her meeting with Noddy – and she keeps asking when are we going to see him again!

JILL TREVOR, Derby

He had exactly the same effect on me when I first met him, Jill. I hope we see you again soon. So does Noddy!

Write to:

Diane Brent,
Loyalty Viewpoint,
Butlins Family
Entertainment Resort,
Bognor Regis,
West Sussex PO21 1JJ

or send an email to:
diane_brent@rank.com



Ronan gets new Butlins off to a great start

Boyzone star Ronan Keating helped launch new Butlins at our Bognor Regis Family Entertainment Resort in May.

The chart-topping singer unveiled a special plaque in the Skyline Pavilion to commemorate the launch. And after a two hour tour of the Resort, Ronan was full of praise for our new product.

"Butlins has a fabulous heritage," he said, "and it's great to see that it has reinvented itself in such a dramatic way. I'm particularly interested in the developments in entertainment and in the company's commitment to nurturing young talent. Through my work, this is something very important to me and I'm glad to see large companies investing in entertainment in this way."

Needless to say the Irish superstar was mobbed as he went walkabout and young guests taking a Butlins break were thrilled to see him. Seven year-old Danni Taylor, from Harwich summed it up. "I think he's cool," she said, "because he's smart and good looking!"

Aiding Ronan at the launch were Butlins Managing Director Tony Marshall, and Mike Smith, the new CEO of The Rank Group plc, who commented, "This is a fascinating time for me to join the business and I'm pleased to be here today for the birth of a new era for Butlins. We have made huge changes to this established concept so that it maintains its appeal and relevance for today's family audience."

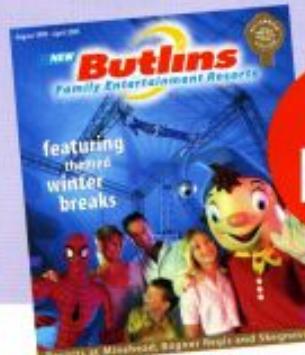
Tony Marshall reflected on the two year development programme which culminated in the grand opening. "Every element of new Butlins Family Entertainment Resorts has either been introduced or improved following

extensive research," he said. "Our over-riding ambition throughout the development process has been to provide a welcoming, fun and caring environment for parents, and indeed grandparents, to spend some time with their children. As we know only too well, if children are happy, mums and dads usually are too."

Ronan Keating echoed Tony's thoughts, saying that his young son would probably want to take a Butlins break one day. "I'm sure he would love it here."

READ ALL ABOUT IT!

Look out for the latest Butlins brochure featuring our autumn and winter themed breaks. It also details all the exciting entertainment and activities coming to Butlins Family Entertainment Resorts in springtime 2000. To receive your free copy phone 0870 242 1000 quoting reference RL001 or see your travel agent.



Out Now

A fun day out for all the family!

How much excitement can you cram into a single day? Find out by making a Day Visit to any one of our three Family Entertainment Resorts. Day visitors can sample most of the fabulous activities on offer. For opening hours, prices and further details call one of our Day Visit Hotlines at Minehead 01643 708171, Bognor Regis 01243 822445 or Skegness 01754 765567.

BUTLINS DAY VISIT VOUCHER

1 Child goes FREE with 1 full paying adult
- just cut out and present this voucher at the Day Visit Entrance.

This voucher entitles the bearer to free admission for 1 child aged 2-14 when accompanied by 1 full paying adult at any Butlins Family Entertainment Resort at Minehead, Bognor Regis and Skegness.

DAY VISIT CONDITIONS: Please note, minor alterations such as the withdrawal of certain amenities, facilities, activities and entertainment may be made by Butlins for reasons beyond its control without any obligation or liability. The availability of some external facilities may be affected by weather conditions.

- All photos and/or illustrations shown are representative of typical Butlins attractions and entertainment.
- For the safety and wellbeing of our guests, not all facilities are available to everyone.
- All non-swimmers under 14 years and children aged 8 years and under must be accompanied by an adult and only competent swimmers may use certain leisure areas.
- Instructions apply on certain fairfair rides, and there are also some restrictions for guests with special needs - please check with the Resort of your choice for details. To meet certification requirements and to maintain our ongoing improvement policy, all our fairfair rides are regularly inspected and maintained by specialist engineers and they may be closed at certain times for this work to be carried out, please check with the Day Visit Hotlines above.
- Butlins Family Entertainment Resorts and their facilities are intended for families. Therefore under 18s must be accompanied by an adult and form part of a family group.
- To comply with local licensing laws, proof of age will be required in our licensed bars and day visitors cannot be served after 11pm.
- Management reserves the right to refuse admission.

Code: BIV1

Top TV Award



In the spring 1999 issue of the Butlins Loyalty Magazine Tony Marshall, our Managing Director, told us all about his appearance in BBC2's *Back to the Floor*. We are delighted to report that this superb series recently won a highly coveted BAFTA award. By the way, did you see our Tony on the follow-up programme *Back to the Floor Again* in July 1999? This was filmed at Minehead 6 months after the first episode - and once again it made for some fascinating viewing.

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